Position Description

Position Title: RNZ Music Content Director

Reports to: The Head of Radio and Music

Directly Responsible for: Tier 3 staff in the music team.

Location: Wellington or Auckland

Date: August 2018

Purpose of the job:
The RNZ Music Content Director is responsible for the on-going development, refreshment and implementation of Radio New Zealand’s music strategy and outputs on-air and on-line, using a strong programming and editorial skill-set to constantly evaluate the music content and delivery needs of our audiences.

This includes all music team generated editorial output, features/programmes, RNZ Concert, and the RNZ National music playlist.

Strong leadership skills are required in the role to inspire the content team to build and create high-quality, unique and relevant music content and programming for our diverse audiences. The role will involve proven industry, and hands-on experience with scheduling and playout systems, multi-media platforms, along with coaching and mentoring ability.

The position will also undertake a full and comprehensive review of all RNZ Music outputs, including RNZ Concert.

Key Job Outcomes/Accountabilities:

<table>
<thead>
<tr>
<th>Outcomes/Accountabilities required</th>
<th>Likely/expected actions contributing to achievement of outcomes</th>
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<tbody>
<tr>
<td><strong>Music strategy:</strong></td>
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<tr>
<td>(1) A full strategic review of all RNZ music outputs is carried out, based on available research: primarily RNZ Concert, RNZ National playlist, Music 101 format and Digital content.</td>
<td>(1) Work collaboratively with the Head of Music and Radio, the Head of Audience Strategy, Talk Content Director and other senior managers in undertaking this full review.</td>
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<td>(2) Target audiences are re-defined within this strategic review for each output,</td>
<td>(2) Fully utilise all existing and new research during this review process to drive strategic direction and build audiences.</td>
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<tr>
<td>(3) New music strategies are successfully implemented across all brands and platforms within the new individual objectives.</td>
<td>(3) Build strategies for each music output, establishing clear direction for RNZ Music team, so content creators understand RNZ Music strategy and direction and produce output that aligns and supports it.</td>
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<tr>
<td>(4) All music content will be of high quality and engage audiences across RNZ platforms and brands, including unique &amp; diverse NZ content such as live music recordings, events, music/arts, current affairs and features.</td>
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Music Content Director - 1
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<td><strong>Music strategy (continued):</strong></td>
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<tr>
<td>(5) Audience growth will be achieved, both radio &amp; digital, as result of the music strategy.</td>
<td>(4) Set and achieve targets for audience growth.</td>
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<td>(5) Ensure a high benchmark is set for all music story-telling and programming.</td>
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<td>(6) Establish a collegial working environment that allows creativity to thrive.</td>
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<td>(7) Lead RNZ Concert as a powerful music brand that will grow and broaden its audiences through compelling programming and presentation.</td>
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<td>(8) Commissioning and curation of music-related material including on-air programming, written story-telling, features and multi-media.</td>
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<td><strong>Service delivery:</strong></td>
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<td>(1) Audience needs are intimately understood (based on research) and expectations are met;</td>
<td>(1) Working with senior colleagues to make sure Radio New Zealand is delivering to its audience where and when they want their content, irrespective of platform;</td>
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<tr>
<td>(2) Charter requirements are met and reflected in music strategy;</td>
<td>(2) Develop and implement plans that increase audiences in size and diversity;</td>
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<td>(3) Provide high quality and innovative radio and digital multi-media music story-telling;</td>
<td>(3) Make or facilitate programme and scheduling changes as required;</td>
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<td>(4) All staff are fully trained and conversant with all technology tools and techniques.</td>
<td>(4) Create and build brand identity for new products;</td>
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<td>(5) Ensure all staff get appropriate development to build capability with all technology, tools and techniques. Provide initial hands-on guidance if required.</td>
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<td>(6) Keep up to date with new technologies and wherever possible, take advantage of these to redeploy resources and provide more efficient and cost effective delivery of programming designed to grow audiences.</td>
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<td>(7) Ensure Radio New Zealand music content is accurate, independent, topical, timely, fair and reflects the Charter.</td>
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<td><strong>Bringing Radio New Zealand’s Charter to life:</strong></td>
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<td>(1) The highest standards of content quality, comprehensiveness, accuracy and appeal are achieved across Radio New Zealand’s services platforms and brands.</td>
<td>(1) Collaboratively define and articulate requirements for RNZ Music to meet the Charter; (2) Incorporate Charter requirements into the music strategy and ensure performance requirements for direct reports reflect that; (3) Incorporate performance against Charter requirements as routine reporting within the group.</td>
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<td><strong>Staff leadership and development:</strong></td>
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<td>(1) Staff are developed to successfully execute the music strategy strands, and this is translated into operations and individual performance requirements; (2) Ensure RNZ Music develops and maintains all relevant skills and expertise and these are well coordinated across the group; (3) Management roles and accountabilities within the group are clearly defined and understood. (4) Be a coach and mentor to key staff – both on and off air.</td>
<td>(1) Lead and develop music specialist expertise in editorial, radio programming audience metric and insight, user experience and technology capabilities, coordinating these as required; (2) Inspire your content team to build and create high-quality, unique and relevant music content and programming for our diverse, and build capability in multi-media use; (3) Plan and monitor achievement of direct report staff goals taking corrective or supportive action as required; (4) Develop and incorporate measures of goals and charter requirements into reporting requirements for KPIs; (5) Ensure performance plans are regularly monitored and results against KPIs are regularly documented; (6) Work with staff to identify and implement training and development opportunities.</td>
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<td><strong>Organisational Culture and Strategy implementation:</strong></td>
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<td>(1) Exemplary, united and cohesive leadership will be implemented and change programmes led that develop Radio New Zealand’s capability and music strategy; (2) Direct reports are engaged, satisfied and productive within their roles and satisfied with the leadership style of senior management and internal relationships; (3) Staff succession planning is in place;</td>
<td>(1) Prioritise use of training opportunities across group operations; (2) Identify critical positions for succession planning and implement strategies to develop existing staff for succession planning purposes; (3) Participate in relevant data gathering for staff work satisfaction and engagement;</td>
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<td>(4) Cross-functional project teams are established to meet Radio New Zealand’s strategic goals when required (avoiding silos and patch protection);</td>
<td>(4) Share internal data results and collaboratively identify and prioritise strategies to improve as appropriate;</td>
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<td>(5) Robust project management methodologies are implemented to assist the successful completion of development projects;</td>
<td>(5) Develop and implement project management methodologies and decision making including monitoring change progress towards goals;</td>
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<td>(6) Change is well planned and introduced collaboratively.</td>
<td>(6) Monitor group health and safety compliance ensuring corrective actions are taken as required;</td>
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<td>(7) Identify organisation wide learning opportunities and implement strategies as appropriate.</td>
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<td><strong>Financial Operations:</strong></td>
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<td>(1) Music group’s financial operations are managed within budget.</td>
<td>(1) Develop business plans and budgets for group’s activities;</td>
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<td>(2) Monitor budget expenditure against plans, taking corrective action as required;</td>
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<td>(3) Provide Head of Radio and Music with robust and timely analysis of group’s financial position with appropriate recommendations as required.</td>
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PERSON SPECIFICATION

Ideal experience and personal skills

- Proven achievement and credibility as an experienced radio programmer, broadcaster and leader, who sets and achieves high professional standards, has strong knowledge of the NZ radio market, and has worked in a multi-media environment.
- Expertise and experience working and operating within New Zealand’s music industry.
- Strong music/arts community and music recording industry knowledge and contacts.
- A love of music and a track record in story-telling – we want to know about the stories and people behind our favourite tunes.
- Expertise in editorial leadership and decision-making.
- Expertise in digital content and journalism and an appreciation of audience metrics.
- Proven industry hands-on experience with scheduling and playout systems, and multi-media platforms.
- Previous experience managing change.
- Successful track record in planning, budgeting and expenditure control.
- The proven ability to:
  - exercise sound judgment and act decisively
  - think and act strategically;
  - apply an understanding of the media sector in NZ
  - think flexibly and creatively with an ability to quickly grasp complex topics;
  - persist in achieving results by overcoming setbacks and obstacles;
  - stay calm & and level-headed in difficult situations or under stress
  - tolerate and work with ambiguity,
- A demonstrated willingness to solicit and act on constructive feedback.

Ideal experience and social skills

- Proven credible experience/achievement in:
  - Editorial management;
  - Leadership including team building skills, influencing others, creating a work environment that fosters commitment and collaboration within RNZ Music team and with others outside the group and crisis management;
  - Recruitment, staff development and team building skills;
  - Developing content for multiple audiences;
  - Identifying and nurturing talent;
  - Resolving complaints about coverage;
  - Successfully initiating and implementing change that improves quality and productivity;
  - Communicating with internal and external audiences and relating successfully to diverse groups of people.
SENIOR MANAGEMENT COMPETENCIES

As a tier 3 leadership role, it is expected that the RNZ Music Content Director will demonstrate the following competencies.

**Leadership and Teamwork**
- Inspires others with the vision
- Motivates and excites people and releases their energies
- Encourages and harnesses creativity and innovation
- Encourages staff to assume responsibility
- Develops leadership in others through coaching and mentoring
- Inspires and leads others’ commitment towards change
- Sets and maintains cultural, ethical and behaviour standards

**Strategic Capability**
- Sees the big picture and clearly articulates the future direction
- Formulates effective strategies and policies consistent with the Charter
- Balances long-, medium- and short-term goals
- Analyses problems and can extract the core of an issue
- Scans the external environment, seeks, analyses and utilises information on trends and other critical management information to shape plans and activities
- Influences and educates externally, while maintaining organisational values
- Acts through appropriate channels

**Managing Self**
- Uses a variety of sources to gain personal insight and seeks continuous improvement in areas of weakness as well as strength
- Manages the balance between caring for self and meeting organisational needs and maintains focus, even under adversity
- Approaches work with a sense of purpose and self-control
- Anticipates and is open to change
- Remains persistent even under adversity, but knows when to let go
- Recovers quickly from setbacks, maintaining own health and safety and wellbeing
- Seeks, listens to and responds to feedback
- Is accountable for their role and responsibilities
- Manages time effectively, balancing career and personal life
- Will make, and act on, the unpopular decision, and offer frank advice
- Keeps Chief Executive and other relevant managers informed of areas of risk
- Acts ethically

**Outcome Driven**
- Proactive and achievement-oriented
- Prioritises effectively, does what is important
- Challenges accepted wisdom and colleagues’ assumptions
- Takes considered risks and experiments with unconventional solutions where appropriate
- Uses good judgement
- Involves others in working up change ideas
- Generates and analyses a range of options for individual and organisational improvement and solutions to problems, including a systematic analysis of risks and benefits
- Communicates and manages risks
- Monitors and evaluates plans to increase effectiveness in client service and outputs
• Makes effective and timely decisions, even when data is limited or solutions produce unpopular or unpleasant consequences
• Ensures the integrity of the organisation

Management
• Disseminates information throughout the group so all individuals can fulfil their role requirements
• Encourages attitudes that support Radio New Zealand, holds and promotes an organisation-wide view
• Ensures a diverse workforce is appropriately selected, developed, managed, appraised and rewarded
• Considers external resourcing possibilities where appropriate
• Attends to morale, health and safety and wellbeing dealing quickly with problems
• Takes on tough issues – particularly those related to people – tactfully and compassionately, treating everyone with dignity and respect
• Tempers use of power with persuasion, give-and-take, and support for others
• Establishes performance standards and ensures they are met, takes timely corrective action
• Understands and appropriately applies all legislative requirements, regulations, policies and procedures
• Constructs effective business cases to support proposals
• Balances resources, using appropriately financial management, marketing expertise, cost-benefit analysis, capital resource decisions
• Uses technology to enhance decision making and streamline processes

Building Relationships
• Takes a comprehensive view of the groups and people impacting on their role, covering the ramifications of issues for these groups and their sensitivities
• Represents, negotiates and advocates for the organisation and its work to those within and outside it
• Relates well at any level in the organisation or outside it
• Influences for the good of Radio New Zealand using a network of appropriate formal and informal contacts
• Uses those connections to anticipate and sort out problems before they become significant
• Obtains and keeps respect for external views
• Works with people from other organisations, including unions, and manages cross-boundary issues
• Considers elements of issues beyond own area of expertise while ensuring own views are communicated
• Supports and fully participates in SMG’s coordinating, communicating and consultative role
• Supports the achievement of RNZ corporate strategy and policy even when it raises challenges in implementation
• Communicates clearly and convincingly, orally and in writing, to ensure understanding and remove ambiguity.